

2071446460

Pls make file for outside

Planning note 1997 Plan

Parliament '97 Planning Meeting

July 12, 1996

9:00 a.m. - 4:30 p.m.

Agenda

✓ Continental Breakfast	9:00 a.m.
✓ State of the Business -- Blue and Menthol (Brand)	9:30 a.m.
✓ Discussion of Environmental/Industry Changes (Team)	10:15 a.m.
✓ Consumer Insights (Y&R)	11:00 a.m.
• '97 Brainstorming and Lunch (Team)	12:00 p.m.
- How do we capitalize on Parliament's growth in popularity?	
• How do we grow total family?	
• How do we incorporate Menthol in marketing mix?	
• Do we consider marketing support expansion within Region 1? Outside of Region 1?	
• Wrap Up and Next Steps	3:00 p.m.
• Happy Hour	3:30 p.m.

*trendy/faddish
vs. mainstream
- easily knocked off
• proprietary
- we can do it
and own it*